



COLLEGE REPORT

By ROBERT M. BERSI
Assistant to the President
California State College, Dominguez Hills

At the heart of America's shift to a new life of constant change is a revolution in the role and nature of our colleges and universities. To a large extent, all of us live in a society shaped in one way or another by these institutions.

For example, from our campuses has come the expertise to travel to the moon, to crack a genetic code, and to develop computers that calculate as fast as light.

From our campuses has come new information about Africa's resources, Latin America's economics, and Oriental politics.

In the past 15 years, college and university scholars have produced a dozen or more accurate translations of the Bible, more than were produced in the past 15 centuries.

University researchers have helped virtually to wipe out three of the nation's worst diseases—malaria, tuberculosis, and polio.

Outside of a few large cities, our colleges and universities now do the chief work in art and music.

STUDENTS and professors inside the academies of higher learning express a profound concern for the U.S. racial situation, for the problems of increasing urbanism, and for new religious forms.

It seems clear enough that American colleges and universities have been instrumental in creating a new era of whirlwind change; and in turn, because they are a part of an interacting system of enterprises, they themselves have been subjected to unprecedented pressures to change.

They are different places from what they were 15 years ago—as many alumni can tell you. The faculties are busier, the courses are harder, and the students are more serious.

UNREST has been a characteristic of American academia since its earliest days—from the food riots of the colonial colleges to the panty raids of more recent years.

People hear relatively little, however, about such visceral antics today because a new type of phenomenon has taken the front of the stage—namely, cerebral unrest. Today's students are in generally more serious-minded than their predecessors. Many of them are also idealists and their unrest has cerebral, rather than visceral roots.

Discontented with educational institutions and with much about society at large, they have become vigorous activists, their activism taking two forms.

THE FIRST seeks to ameliorate existing procedures in either or both the educational and public arenas; and the second seeks substantially to reconstruct educational, political, and other social institutions. In these and other matters, such activism has been a boon, and the same generalization can be made about student activities in the public arena.

Students who join the Peace Corps or the Poverty Corps, and students, who

Harbor Family Day Set

The third annual Redondo Beach King Harbor Family Day will be held Sunday, Oct. 13, according to Mayor William Czuleger.

Mayor Czuleger said all Redondo Beach families are invited to the all-day affair, which will include free harbor boat rides, a complete Old Fashioned Fish Fry for 75 cents, free swimming, games and other attractions.

The luncheon will be prepared and served by Fisherman's Wharf chefs, coordinated by Jack Lunbeck of the Fish Peddlers, who will

serve his famous clam chowder, plus fish and chips, salad, ice cream, coffee and pop. No reservations are necessary, Czuleger said.

SPONSORED by the Harbor Lessess Association and the Redondo Beach Chamber of Commerce, the event will be coordinated by Harrison O. Daigh, aided by Bill Haynes, Don Campeau, Don Dempsey, John Renke, Bob Atkinson, Jim Wood and Morgan Moore.

Boat rides, courtesy of Gordon McRea's Redondo Sport Fishing, will start at 11:30 a.m., the same time as the fish fry. Free balloons will be furnished the children.

Dills Named To Committee

State Senator Ralph C. Dills has been appointed to the Joint Committee on Atomic Development and Space, a joint undertaking by the senate and assembly to advance California's development in the fields of atomic energy and aerospace and related areas.

The appointment was made by the Senate Rules Committee in accordance with provisions of a joint senate-assembly resolution creating the body.

Annual Awards Dinner Set By Knights of Columbus

William Bix, grand knight of St. Gerard's Council 4919 of the Knights of Columbus, will head a delegation of Torrance, Lomita, and Harbor City members to the annual awards banquet to be held Saturday.

The banquet will be held at the Century Plaza Hotel Saturday evening. Highlight of the event will be the presentation of the 1968 St. Anthony Awards by

His Eminence James Francis Cardinal McIntyre. The awards go to those councils which distinguished themselves last spring in the annual fund drive for Rancho San Antonio.

Local residents working in the banquet committee include Donald Randles, deputy grand knight; Dick Ab-shear, chancellor; Joe Trujillo, warden; and Joe Sweeney, publicity chairman.

fantastic \$9.09^{discount} savings in this ad!

Does Total Discount Save You Money? Mrs. Shipley of Riverside Says it does:

*Total Savings Figure is Computed on Single Unit Purchases. The Figure Would Be Much Higher if You Included the Discount Savings on Meat & Produce Which Are Not Included in This Computation.

Meat You Can Trust and at DISCOUNT PRICES too!

MORRELL BACON
GENUINE EASTERN QUALITY YORKSHIRE BRAND 1-LB. PACKAGE

49c

GROUND BEEF
ALPHA BETA DEPENDABLE QUALITY Fresh ECONO-PAK 3-LBS. OR OVER

43c

HOFFMAN LUER OF **FARMER JOHN FULL SHANK HALF HAM** 44c LB.
SMOKED • FULLY COOKED BUTT PORTION OF WHOLE 59c LB.

SOUTHERN FRIED SHRIMP 79c
CHIFFER • FROZEN • 12-OZ. PKG. BUTTERED POTTY FRESH FILLET OF OCEAN PERCH

ALPHA BETA BACON 59c
FROM NEBRASKA SWEET SMOKED • 1-LB. PKG. EASTERN QUALITY • 1-LB. PKG. FARMER JOHN BACON EASTERN QUALITY • 1-LB. PKG. IOWA MAID BACON

FRYER PARTS 59c
FRESH • LEGS AND THIGHS BREAST ... 63c lb. U.S.D.A. GRADE A BEST OF THE FRYER 49c NO BACKS OR NECKS

POLISH SAUSAGE 59c lb

ROUND STEAK 88c
Full Cut Blade Cut

CHUCK STEAK 53c
Blade Cut

SHOULDER CLOD 89c
BONELESS

BONELESS RUMP ROAST 98c

T-BONE STEAKS \$1.29

BEEF SHORT RIBS 39c

FRESH MEAT LOAF 59c
FRESH • DEPENDABLE QUALITY

PRICES EFFECTIVE THURSDAY through WEDNESDAY SEPTEMBER 19 through 25

"I'd say about \$5 to \$8 dollars a week!"

***In a recent interview with Dennis Bracken, of KNX, Mrs. Vivian Shipley, of Riverside, was asked, "Why do you shop at Alpha Beta?" to which she stated, "Cause it's cheaper."**

HOUSEWARES & BEAUTY AIDS

Mennen QUINSANA 98c **82c**

LISTERINE 1.98 **\$1.33**

ANAMIST TABLETS 1.00 **78c**

CAT LITTER

JONNY CAT 59c

10% DISCOUNT ON ALL MAGAZINES, BOOKS & GREETING CARDS

Mum Cream Deodorant 79c **65c**

Pepsodent Toothbrush 69c **55c**

HEAD & SHOULDERS 1.65 **\$1.28**

SHOE POLISH 49c **43c**

Coffee Mugs 18c

PROTEIN 29'SPRAY 1.35 **\$1.08**

PACQUIN LOTION 69c **49c**

Alpha Beta discounts all prices every single day!

MISCELLANEOUS ITEMS

BLUE RIBBON APPLESAUCE 19c

GOLDEN DELICIOUS 19c

GAJAX CLEANSER 25c **22c**

TOMATOES 22c

MISCELLANEOUS ITEMS

GERBER'S BABY FOOD 11c

COFFEE 71c

NESTLE ICE TEA MIX 10c

M.J.B. COFFEE 71c

HEINZ CHILI SAUCE 39c

HEINZ KETCHUP 43c

KRAFT MARSHMALLOWS 29c

ROYAL PUDDING 11c

WIZARD AEROSOL DEODORIZERS 59c

Green Giant Frozen 39c

FROZEN • ALL VARIETIES XLNT DINNERS 49c

"LIKE" SODA POP 93c

Better Produce at DISCOUNT PRICES!

NEW CROP • SWEET & JUICY

GOLDEN DELICIOUS APPLES

PLASTIC FRUIT & VEGETABLES

SENSATIONAL VALUE **5c**

HONEY DEW MELONS

PEAK OF THE SEASON • RIPE 6-LB. AVERAGE

49c

GARDEN FRESH STALKS

LARGE CELERY 2' **29c**

SUN DRIED • 1 1/2 LB. PACKAGE

BREAKFAST PRUNES 39c

6 \$1.00

LBS. FOR

1.00

THESE PRICES EFFECTIVE THURSDAY through WEDNESDAY, SEPT. 19-25

MISCELLANEOUS ITEMS

ALPHA BETA COOKED SALAMI 36c

MILD CHEDDAR CHEESE 79c

POTATO SALAD WITH EGG 37c

ALPHA BETA COLE SLAW 37c

ALPHA BETA COOKED CHICKEN \$1.29

REDDI WHIP TOPPING 59c

XLNT TACOLETTES 39c

BIRDSEYE ORANGE PLUS 49c

ORANGE JUICE 39c

SWANSON • FROZEN "IN THE MOOD" ENTREES

7-oz. Corn Souffle 34c

6-oz. Creamed Chipped Beef 34c

8-oz. Beef Stroganoff 55c

6-oz. Chicken in White Wine Cream Sauce 59c

6-oz. Beef Stroganoff 89c

DASH DETERGENT 77c

BOLD DETERGENT 1.37

PALMOLIVE SOAP 36c

Fantastik Spray Cleaner 89c

ENDUST SPRAY 89c

WINDEX WITH SPRAYER 31c

CASCADE DISH DETERGENT 75c

WISK LIQUID 1.43

QUANTUM • DETERGENT 85c

QUANTUM • DETERGENT 85c

TIDE DETERGENT 81c

KINGSFORD BRIQUETS 99c

PRINCESS MARGARINE 21c

WESSON BUTTERY OIL 39c

OLIVE OIL 1.55

C & H SUGAR 1.14

CUT GREEN BEANS 39c

HUNT'S KIDNEY BEANS 20c

HUNT'S RED BEANS 19c

SLICED BEETS 23c

HUNT'S NEW POTATOES 17c

HUNT'S WHITE BEANS 19c

HEINZ CIDER VINEGAR 21c

DIAMOND A GREEN BEANS

21c

BAGGIES FOOD WRAP BAGS

69c

CAKES & PASTRIES SARA LEE

69c

BAKERY & CONFECTIONS

MONEY TREE GRAHAMS 35c

CINNAMON PULL-A-PART 63c

HONEY/BUTTERMILK BREAD 27c

HONEY/BUTTER WHEAT BREAD 27c

VANILLA WAFERS 39c

FIG NEWTONS 39c

ANGELS

ON KMPC • 710

HOME GAMES THIS WEEK SEPT. 25, 26, MON, TUES, & WED, MINN.

About Our DOUBLE DISCOUNTS

They mean extra savings for you. Made possible by special purchases with the cost reductions passed on to you. Look for them throughout the store.

MISCELLANEOUS ITEMS

ALL MEAT FRANKS 69c **59c**

ALPHA BETA 1-LB. PACKAGE **53c**

ALL MEAT BOLOGNA 59c

SOFT Margarine

34c 29c

ORANGE JUICE 69c **63c**

VEGETABLES 37c **29c**

Alpha Beta wishes all our Jewish friends a HAPPY NEW YEAR

GEFILTE FISH 1.45 **\$1.08**

BORSCHT 45c **32c**

MEMORIAL CANDLES 13c **9c**

HORSERADISH 25c **23c**

GET THE HAWTHORNE SAVINGS HABIT

HAWTHORNE SAVINGS AND LOAN ASSOCIATION

MAIN OFFICE: 13001 30, HAWTHORNE BLVD., HAWTHORNE, PHONE: 675-9156 • TORRANCE: 21370 HAWTHORNE BLVD., PHONE: 370-6361 • WEST WESTERN: CORNER LINCOLN & MANCHSTER BLVD., PHONE: 670-8044 • HOURS: 9-4 MONDAY THRU THURSDAY, 9-6 FRIDAY.

STORE HOURS: MON, THU, FRI, 10 A.M. to 9 P.M., SAT, and SUN, 10 A.M. to 7 P.M.

Your Nearby Alpha Beta Markets Are Located at:

TORRANCE—2720 Cabrillo Ave. at Sepulveda
5130 196th St. at Arroyo
DOMINGUEZ HILLS/CARSON—195th St. at Avalon
REDONDO—1880 S. Pacific Coast Hwy.
LONG BEACH—1509 S. Willow at Carson

ALPHA BETA

Best for Less!

GO CLASSIFIED

THE QUALITY LEADER—THE PRICE LEADER TOO!